

The Vermont Building

SHOWCASING THE BEST OF VERMONT AT THE BIG E FAIR IN
WEST SPRINGFIELD, MA



A Truly Regional Event

1916

Joshua Brooks purchases 175 Acres, builds the Colosseum and cattle barns in 8 Months

1917

Brooks Brings the National Dairy Show to the ESE.

First Eastern States Exposition was opened to the public.

1929

Vermont Building Opens



The logo for the Eastern States Exposition features the letters 'ES' in a large, ornate, gold-colored serif font. The 'E' and 'S' are connected at the top. Below 'ES' are two decorative flourishes, each consisting of a horizontal line with a small crossbar and a curved tail. Underneath these flourishes, the words 'EASTERN STATES' are written in a bold, black, sans-serif font. Below that, the word 'Exposition' is written in a gold-colored, cursive script font.

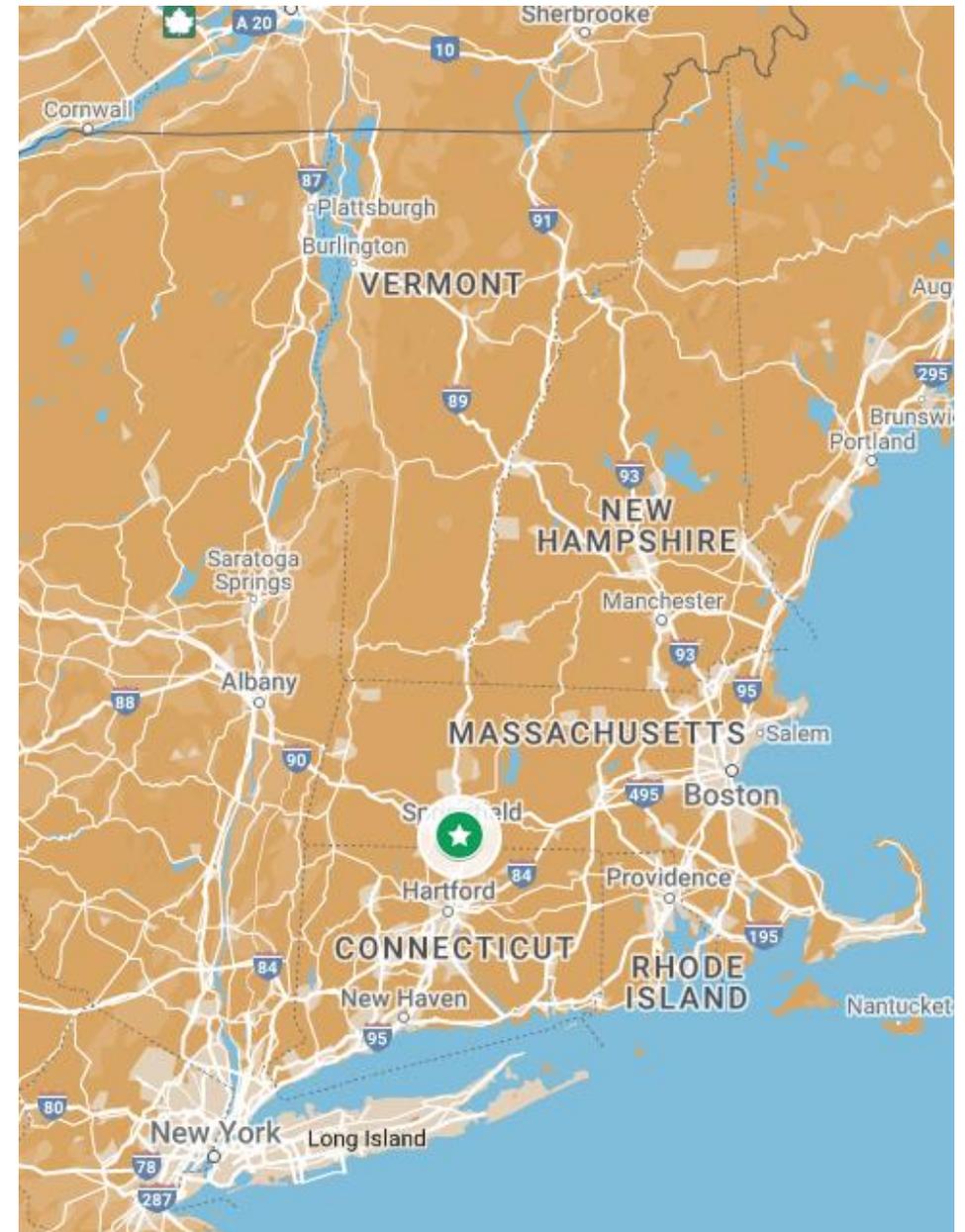
ES
EASTERN STATES
Exposition



THE BIG E

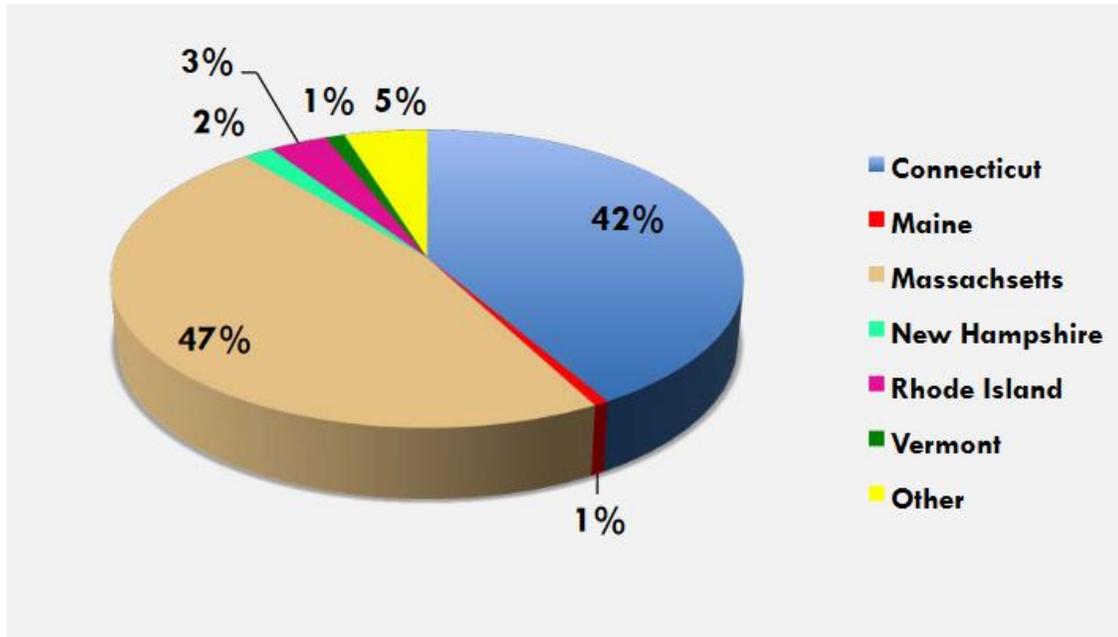
“New England’s
Great State Fair”

- 17 Days Starting in Mid-September
- Largest Agricultural Event on the Eastern Seaboard
- 5th Largest Fair in the U.S.
- 1.6 million visitors, Single Day Attendance Record: 177,789
- Major Regional Event for Youth Agriculture, 4-H, FFA etc.

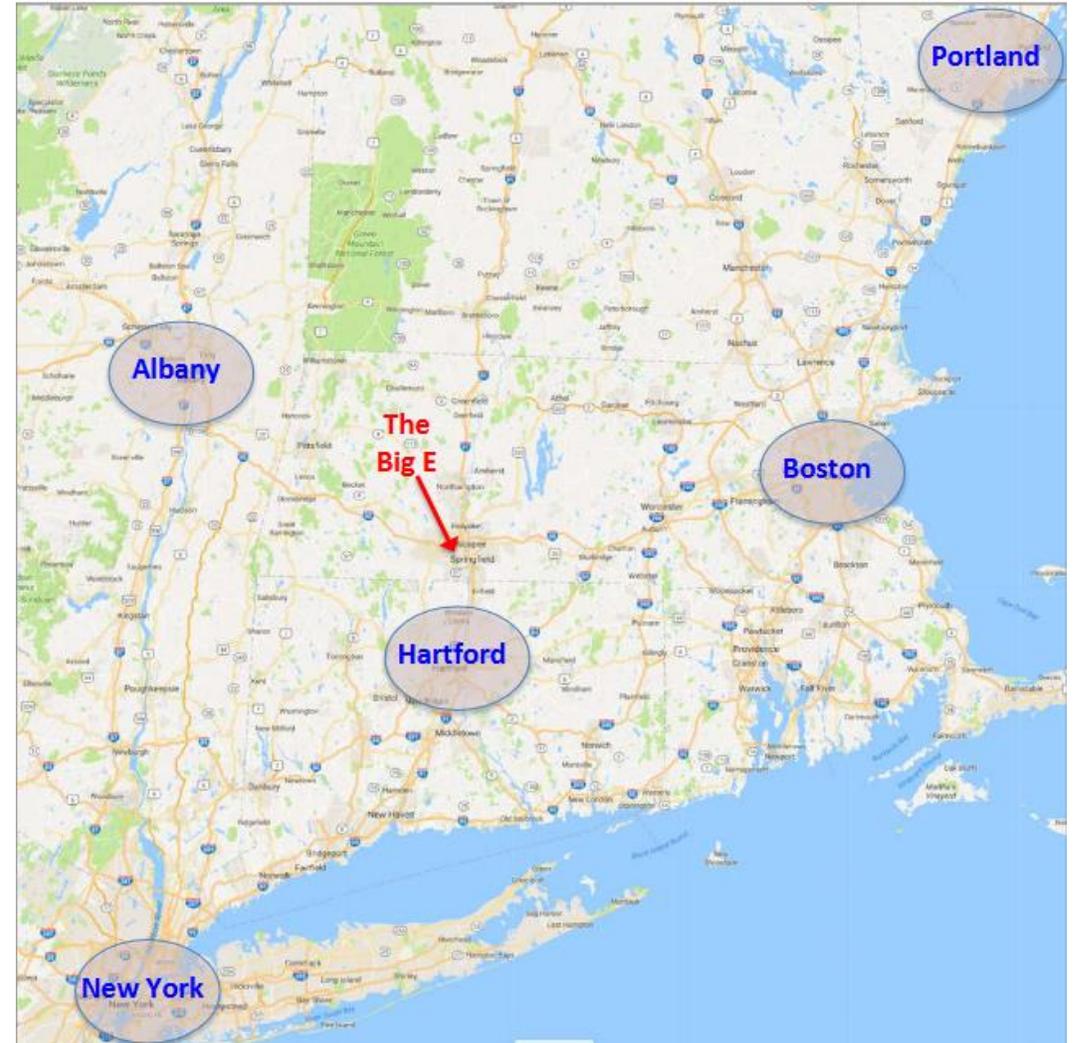


Driving Distance

- Hartford.....0:35
- Boston.....1:30
- Albany.....1:27
- New York City.....2:36
- Portland.....3:08

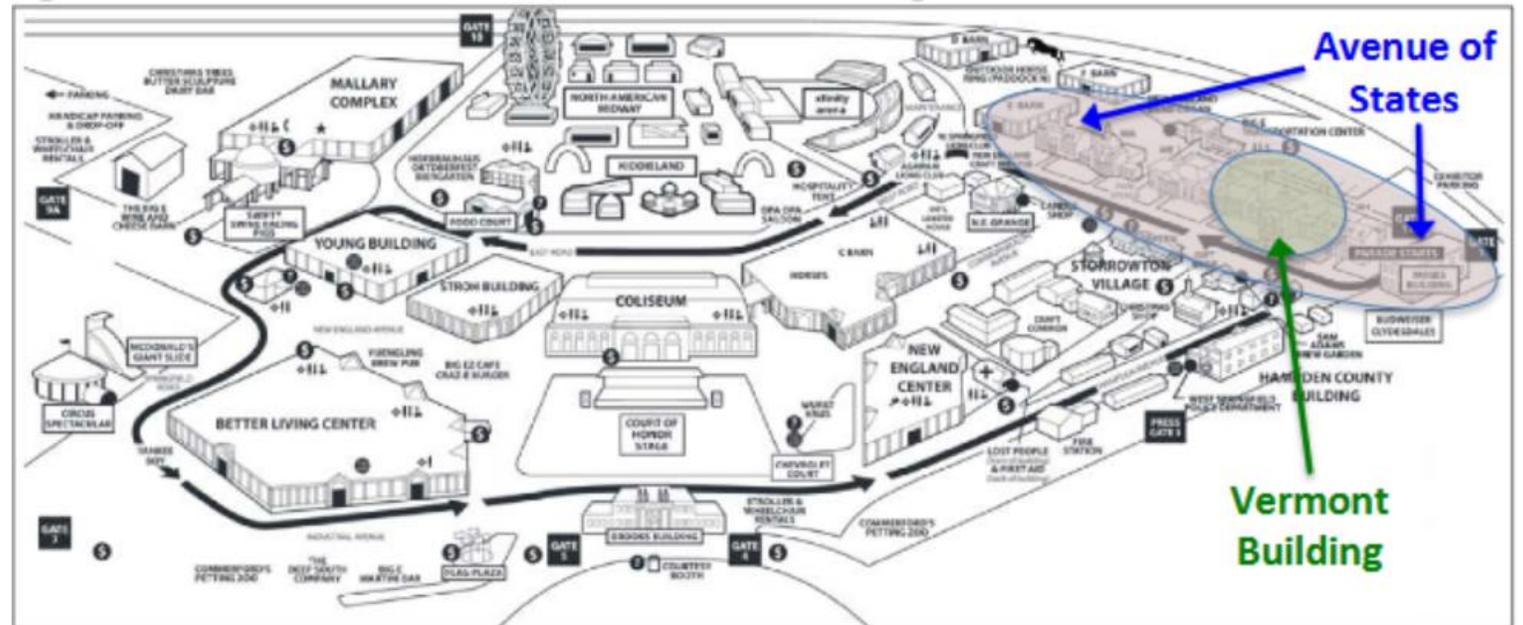


Visitation by Geography



The Avenue of the States

- Each New England state represented
- Vermont Building added in 1929
- Building and land is owned by State of Vermont
- Building is managed and maintained through partnership with VT Agency of Agriculture and Dept. of Building and General Services



Vending In The Vermont Building

- Vendors Apply Through Competitive Process
- Awarded Contracts of Varying Length
- Vendors Allowed to Modify Booth Space Within Reason
- Vendors Pay 12% Commission Fee on Sales



Provide a safe, positive experience for fairgoers and vendors



Offer a diversity of products that are unique, high-quality and representative of Vermont's culture, history and values



Support Vermont businesses in expanding market access and increasing brand recognition

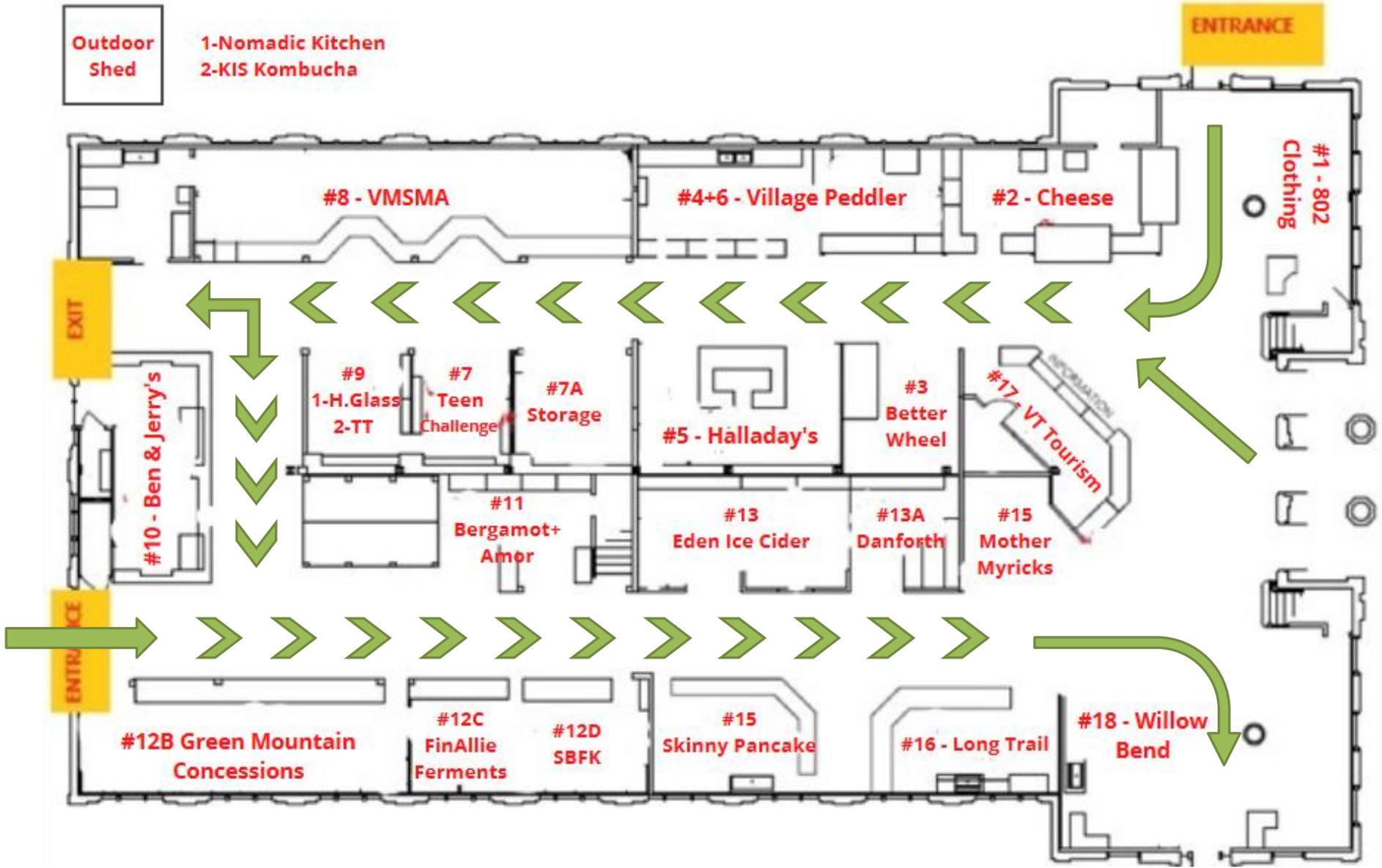


Promote Vermont as a destination for tourists and people looking to relocate to the State



Meet or exceed commission revenue targets to support building management, maintenance and improvements





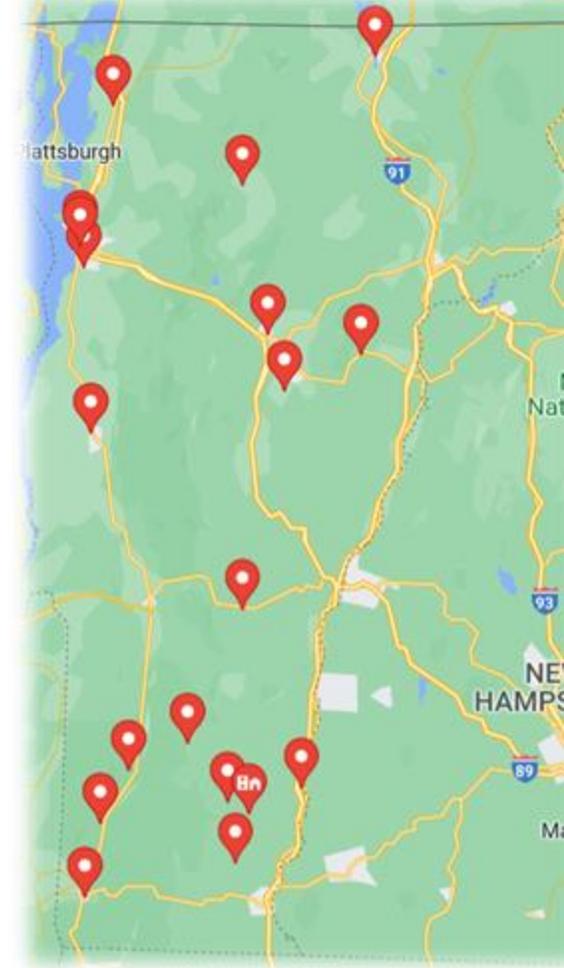
Vermont Building Vendors 2022

Returning Vendors

- Bears Den Carving
- Ben & Jerry's
- Better Wheel
- J&P Bonita Cheese
- Danforth Pewter
- Eden Iced Cider
- Finallie Ferments
- Green Mountain Concessions
- Halladays Harvest Barn
- Long Trail Brewing
- Mother Myricks
- Skinny Pancake
- Sugar Bob's Finest Kind
- Teen Challenge
- VT Clothing Company
- VT Dept of Tourism
- VT Sugar Makers Assoc.
- Village Peddler
- Willow Bend

New Vendors

- Bergamot & Amor
- Hillary Glass
- KIS Kombucha
- Nomadic Kitchen
- Treeline Terrains



Total Sales 2022

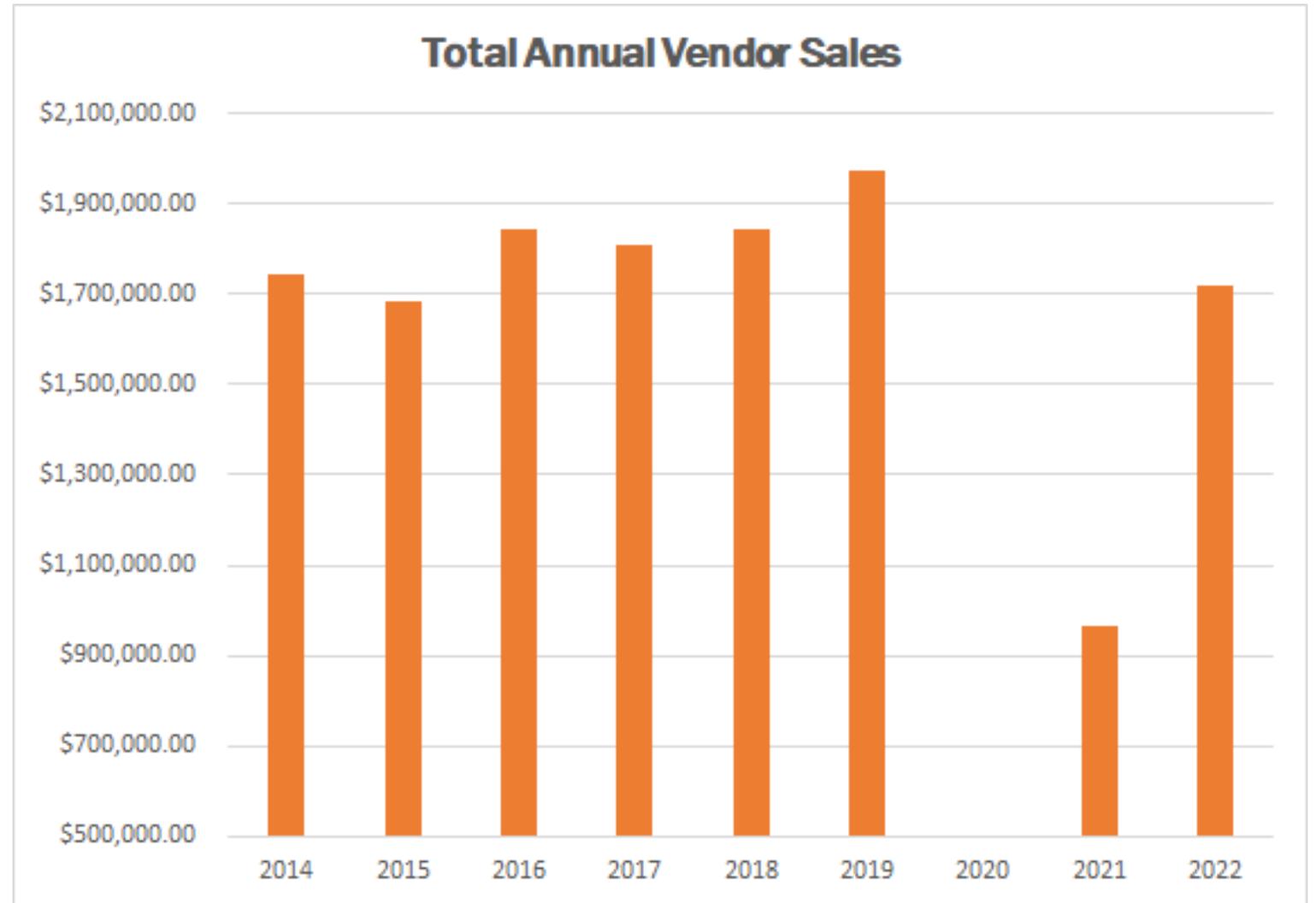
\$1,717,369

- Highest Vendor Sales = \$211,538
- Lowest Vendor Sales = \$6,726 (7 Days)
- Average Sales = \$74,668
- Median Sales = \$47,082
- Average Daily Sales = \$4,528
- Commission Revenue = \$206,084



Total Sales By Year

- Average Yearly Sales \$1,698,219
- Event Cancelled in 2020
- Reduced Participation and Attendance in 2021



Programmatic Challenges Related to Building

Electrical

- Total energy draw during event strains system, limits vendors and requires additional staff time to manage

Leaks

- Water leaking from roof and skylights is an ongoing challenge
- Leaks from upstairs bathroom have impacted a vendor booth

ADA Accessibility

- The only facilities for vendors and staff are on the second floor
- Older vendors have struggled with having to climb stairs

Visible Decline

- Trim, windows, brickwork and interior spaces are in disrepair

Discordant Aesthetics

- Poor sight lines, lack of natural light, traffic flow issues and incongruous booth designs



FIRE
PUSH BAR
PULL HANDLE
Mircom

W
Government
Trustees







CASIO
ELECTRONIC
CASH REGISTER
CASIO



Programmatic Goals

A Vision for 2029 and the 100 Year Anniversary

- **Improve Building Systems and Functionality**
 - Repair and update building systems. Bring building up to code, reduce inefficiencies and enhance functionality
 - Simplify and modernize the building interior
 - Design to allow the greatest beneficial use of the site
 - Restore and preserve historic building, site features and structure
- **Improve Visitor and Vendor Experience**
 - Provide an experience that speaks to VT's culture, values and heritage. Improve traffic flow and harmonize the aesthetic.
 - Support more businesses by adding booth space and increasing functionality.
 - Improve vendor and staff facilities
 - Increase opportunities to support state priorities – tourism and relocation e.g.
- **Improve Overall Maintenance**
 - Reduce maintenance needs through updated systems
 - Reduce piecemeal approach to building maintenance



Vermont Building Renovation

Project Status: Funded for design of phase 1&2 and partially funded for construction of phase 1.

Project Scope:

Perform deferred maintenance such as roof replacement and building exterior, upgrade electrical service and distribution, update the building to maximize use of the space to meet program needs.





Vermont Building Renovation

Phase 1

Exterior Building Maintenance

- Slate Roof
- Wood Siding, Windows, Flashing, Detail and Trim
- Water Damage at Side Balconies
- Repoint Brick
- Side Shed Asphalt Roof, Siding, and Door
- Skylights. One Leak In 2022 Sealed.

Emergency Repair of Cupola Leak

- Repair Floor Below

Adjacent Modernization/ Utilization improvements



Vermont Building Renovation

Phase 2

Mechanical and Electrical

- Electrical Site Infrastructure Upgrade and Surge Protection
- Refrigeration Equipment (not shell)
- Heated Closet
- Electrical Repair/Improvements
- Clocktower Clock/Light

Adjacent Modernization/ Utilization improvements



Vermont Building Renovation

Project Estimate: \$3,240,000 (for this biennium)
Phase 1: \$2,100,000
Phase 2: \$1,140,000

Previous appropriation – FY’ 22-23

-H.739 Sec 11 (13 (b)) (Capital Budget Adjustment FY’ 23) \$260,000
-H.739 Sec 11 (13 (b)) (Capital Budget Adjustment FY’ 23) \$1,400,000
(Includes \$300K cash funds for design only)

Approximate appropriation remaining is
\$1,000,000

Budget Request – \$2,240,000

FY 2024 – \$1,200,000
FY 2025 – \$1,040,000



Proposed Schedule

Phase I

- A&E Contract Spring 2023
- Design Phase Summer 2023
- Construction Contract Fall 2023 (FY' 23-24)
- Substantial Completion Big E Fall 2024 (Coordinated around Big E)

Phase 2

- A&E Contract Fall 2023
- Design Phase 2 Fall 2024
- Construction Contract Early 2025 (FY' 25)
- Substantial Completion Summer 2025

Future Phases

- A&E Contract Phase 3&4 Late 2023
- Design Phase 3&4 Fall 2025
- Construction Contract Early 2026
- Completion Phase 3 Summer 2026
- Completion Phase 4 Summer 2027

2029 is the Centennial Celebration



Vermont Building Renovation

Future Phases

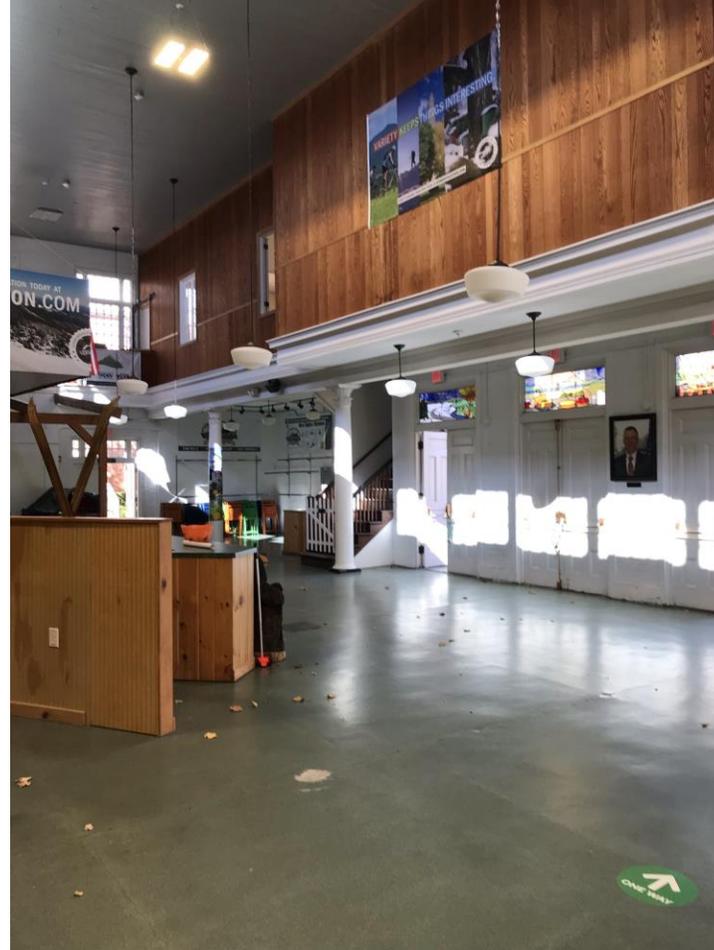
Kitchenette & Restrooms (ADA & Modern)

Building Systems – Deferred Maintenance

- Floors/Ceilings/Doors
- Sprinkler System

Visitor Experience

- Modern technology
- Improve Visitor flow
- Display, Lighting, Airflow
- Modernize building character
- Simplified Design Marketing Vermont



Vermont Building Renovation

Summary Cost Allocation:	Approved Through FY '22	Current Year FY '23	Budget Year FY '24	Budget Year FY '25	Future Requirements			Totals
					FY '26	FY '27	FY '28 -FY '33	
Planning & Design, Outside Consultants		330	0	0	0	0	0	330
Site Acquisition			0	0	0	0	0	0
Construction		1,070	1,200	1,040	680	680		4,670
Fit Up			0	0	0	0	0	0
Total Appropriation for Fiscal Year(s)		1,400	1,200	1,040	680	680	0	5,000

